

WHAT IS CLAIMED IS:

1. A player for generating audiovisual display signals from a pre-recorded medium, comprising:
an optical pickup assembly reading first data recorded on the medium in a first format and for reading second data recorded on the medium in a second;
a drive mechanism producing relative movement between the medium and the optical pickup assembly;
an input circuit receiving a permission signal and for generating an enable signal upon receipt of the permission signal;
a circuit device processing first data read by the optical pickup assembly into display signals and for selectively processing second data read by the optical pickup assembly into display signals only upon receipt of the enable signal; and
an output device supplying the display signals to an output terminal.
2. A device as recited in claim 1 wherein the optical pickup assembly comprises a first optical pickup for reading the first data and a second optical pickup for reading the second data.
3. A device as recited in claim 1 wherein the optical pickup assembly comprises an optical pickup movable to a first distance from the medium for reading the first data and

movable to a second distance from the medium when reading the second data.

4. A device for generating audiovisual display signals, comprising:
 - a first input terminal receiving content signals representative of an audiovisual event, the signals including insertion points indicating the integration of an advertisement;
 - a second input terminal receiving ad signals representative of an advertisement;
 - a first buffer storing the ad signals; and
 - a circuit device converting the content signals into display signals of the event and converting ad signals stored in the first buffer into display signals of an advertisement upon detection of an insertion point.
- 5 A device as recited in claim 4 comprising a player extracting content signals from a pre-recorded medium and supplying the content signals to the first input terminal.
- 6 A device as recited in claim 4 comprising a receiver receiving a data stream over a communications channel, extracting content signals from the data stream, and supplying the content signals to the first input terminal.
7. A device as recited in claim 4, comprising;

a customer preference generator generating a customer preference
containing characteristics of a device user; and
wherein

the second input terminal comprises a receiver receiving
a plurality of sets of ad signals; and

the circuit device converts one of the sets of ad signals
into display signals of an advertisement based
upon characteristics of the customer preference.

8. A medium for storing digital data for playback on
demand, comprising:
a substrate;
a reflective content layer supported by the substrate and containing
recorded data; and
an optically transmissive coating having a total transmission at a
wavelength of 635 nm of less than the minimum transmission
set forth in the standard DVD specification.
9. A medium as recited in claim 8 wherein the substrate is
in the form of a disk having a diameter greater than 125
mm and less than 300 mm.
10. A medium as recited in claim 8, wherein the coating has
a thickness of less than 300 micrometers.

11. A medium as recited in claim 8, wherein the coating has a transmissivity at 635 nm which is less than the transmissivity of the coating at 400 nm.
12. A player for generating audiovisual display signals from a pre-recorded medium having a reflective content layer and a transmissive coating with a total transmission at 635 nm of less than the minimum transmission set forth in the standard DVD specification, comprising:
- an optical pickup assembly for reading data recorded on the medium, the assembly comprising a laser diode having a wavelength of about 635 nm and a photoreceptor;
 - a drive mechanism for producing relative movement between the medium and the optical pickup assembly;
 - a circuit device for processing data read by the optical pickup assembly into display signals; and
 - an output device for supplying the display signals to an output terminal.
13. A player for generating audiovisual display signals from a pre-recorded medium having a reflective content layer and a transmissive coating with a total transmission at 635 nm of less than the minimum transmission set forth in the standard DVD specification, comprising:

an optical pickup assembly for reading data recorded on the medium,
the assembly comprising a laser diode having a wavelength of
about 635 nm and a photoreceptor;
wherein the output power of the laser diode and the
sensitivity of the photoreceptor are sufficient to
provide a read-out of the recorded data through a
transmissive coating having a total transmission at
635 nm of less than the minimum transmission set
forth in the standard DVD specification;
a drive mechanism for producing relative movement between the
medium and the optical pickup assembly;
a circuit device for processing data read by the optical pickup
assembly into display; and
an output device for supplying the display signals to an output terminal.

14. A medium for storing digital data for playback on
demand, comprising:
a substrate;
a reflective content layer supported by the substrate; and
an optically transmissive coating having a thickness of less than the
minimum thickness set forth in the standard DVD specification.
15. A player for generating audiovisual display signals from a
pre-recorded medium having a reflective content layer
and a transmissive coating, comprising:

an optical pickup assembly for reading data recorded on the medium

a drive mechanism supporting the medium and producing relative movement between the medium and the optical pickup assembly;

a circuit device for processing data read by the optical pickup assembly and for generating display signals;

a circuit device containing a first security code;

an first input terminal for receiving a second security code from a source other than the medium;

a circuit device for generating a third security code from the first and second codes and for transmitting the third code to a verification server;

a second input terminal for receiving an enable signal from the verification server; and

an output device for supplying the display signals to an output terminal only upon receipt of the enable signal.

16. A player as recited in claim 15, wherein the third security code is derived from the first and second security codes.
17. A player as recited in claim 15, wherein the third security code is derived from data read from the medium.
18. A player as recited in claim 15 wherein digital data is recorded on the medium in the form of digital words and the processor oversamples a predetermined number of

first words stored on the medium to obtain a security code from the medium.

19. A method for displaying advertisements at a user location, comprising:
generating a customer preference containing user characteristics;
displaying entertainment content at the user location, the entertainment content including insertion points for display of advertisements;
transmitting a plurality of advertisements to the user location;
selecting a subset of the transmitted advertisements based upon the customer preference; and
displaying at least one of the selected advertisements during at least one of the insertion points.
20. A method as recited in claim 19, comprising:
distributing a pre-recorded medium containing the entertainment content and storing the medium at the user location.
21. A method as recited in claim 20 comprising:
recording entertainment content on a medium having a hardware security feature such that display of the entertainment content is possible only upon a player device including hardware compatible with the hardware security feature.
22. A method as recited in claim 21 wherein:
the medium comprises a disk having a diameter greater than about 125 mm and less than 300 mm.

23. A method as recited in claim 21 wherein:
the medium comprises a disk having data recorded on a reflective layer and an optically transmissive coating having a total transmission at 635 nm of less than the minimum transmission set forth in the standard DVD specification.
24. A method as recited in claim 19, comprising:
selecting a subset of the transmitted advertisements at the user location based upon the customer preference, and
caching the subset at the user location.
25. A method as recited in claim 24, comprising:
selecting at least one of the cached advertisements based upon the customer preference, and
displaying the selected cached advertisements during the insertion points at the user location.
26. A method as recited in claim 19, comprising:
receiving the entertainment content from a source remote from the user location.
27. A method as recited in claim 19, wherein:
selecting a subset of the transmitted advertisements based upon the customer preference comprises selecting a transmitted advertisement based on the customer preference at a plurality of user locations in accordance with a purchase transaction by an advertiser.

28. A method as recited in claim 19, wherein:
- selecting a subset of the transmitted advertisements based upon the customer preference comprises selecting a transmitted advertisement based on the customer preference at a plurality of user locations in accordance with a winning bid of an advertiser in an auction.
29. A player for generating audiovisual display signals from a pre-recorded medium having a reflective content layer and a transmissive coating, comprising:
- an optical pickup assembly for reading data recorded on the medium;
- a drive mechanism for rotating the medium relative to the optical pickup assembly;
- a control circuit for operating the drive mechanism and activating the optical assembly to read recorded data at a speed faster than real time;
- a buffer for storing data read by the optical assembly;
- a circuit device for processing data read by the optical pickup assembly into display signals; and
- an output device for supplying the display signals to an output terminal for display in real time.
30. A player as recited in claim 29 wherein the optical pickup assembly comprises a short wavelength laser diode and the control circuit selectively supplies power to the laser

diode for a time period less than the time period during which the mechanism rotates the medium.

31. A player as recited in claim 29 wherein the control circuit selectively activates and deactivates the optical pickup assembly for only a portion of a complete rotation of the medium.
32. A system for selectively generating display signals representative of advertisements at user locations, comprising:
 - an ad server for generating digital ad data representing a plurality of advertisements;
 - a plurality of players each comprising:
 - a first hardware security feature;
 - a playback mechanism for generating display signals from at least one recording medium mounted in the player and upon which are recorded digital data representative of entertainment content, the medium including a second hardware security feature permitting playback of the recorded digital data only on players having the first hardware security feature, the digital data including insertion points representing time slots for the display of advertisements;

a circuit device containing a first security code;
at least one customer preference containing user characteristics;
a first input terminal connected to a communications channel for receiving the digital ad data;
a buffer for storing the received digital ad data;
a second input terminal connected to a communications channel for receiving at least one second security code;
an output terminal for transmitting a third security code derived from the first and second security codes;
a third input terminal for receiving an enable signal;
a circuit device for selecting at least one advertisement from the stored digital ad data in accordance with the customer preference, for generating display signals representative of the entertainment content only upon receipt of the enable signal, and for generating display signals representative of the selected advertisement;

a system operator receiving the third security code, transmitting an enable signal to a player when the received third security code has a predetermined relationship with a stored verification code, transmitting advertisements targeted to specific characteristics

of the customer preferences to the ad server in accordance with sales transactions with advertisers.

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